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Indiana Tourism Receives National Award for Marketing Program

INDIANAPOLIS — The Indiana Office of Tourism Development last week received national recognition for doing more with less. Lt. Governor Becky Skillman announced today IOTD received the Gold Award for Best Consumer Newsletter at a national e-marketing summit in Miami, Fla.

“We’re proud of the results achieved by this e-mail program and excited about the potential it has to generate visitor spending in Indiana,” said Lt. Governor Becky Skillman. “Best of all, the program is now being run without using taxpayer dollars.”

The consumer e-mail program for Indiana Tourism was expanded in 2009 from one monthly e-mail to three different e-mails sent monthly to subscribers targeting different areas of interest:

- The Big Idea – Packed with trip ideas for attractions across the state
- The Big Deal – Loaded with discounts and deals on hotels, attractions and other Indiana travel destinations
- The Big To Do – Offers up-to-date information on local festivals and events

As a result of the improved program, open rates for the consumer e-mails have increased by nearly 200 percent and the number of click-thrus from the new e-mails to VisitIndiana.com has increased 10 times from the previous program.

Additionally, costs of the program have been eliminated. In 2009, operating the e-mail program cost the state \$15,300, but IOTD turned it into a revenue-generating effort by selling advertising within the e-mails in 2010 to cover costs.

The improved marketing plan won IOTD the Gold Award at the MarketingSherpa E-mail Summit on Jan. 21. More than 175 submissions were received this year for awards in several different categories.

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To subscribe to any of the three newsletters, log on to VisitIndiana.com and submit an e-mail address using the sign-up box at the top of the homepage. An option will be given to select which of three e-mails the subscriber wishes to receive. E-mail newsletters for all three categories are sent every month.

Lt. Gov. Becky Skillman oversees the Indiana Office of Tourism Development. Amy Vaughan serves as the agency's director.